

Lexus Launches Luxury Out Loud Promotion at Select Live Nation Shows

April 05, 2013

TORRANCE, Calif., April 5, 2013 – Get ready music fans! Lexus worked with Live Nation to create unique music experiences in New York, Chicago, Boston, Atlanta and Los Angeles throughout the spring and summer. The Lexus Luxury Out Loud program will visit 11 venues for 16 concerts.

“We’re excited to engage with music fans and provide them a VIP experience through our Luxury Out Loud program,” said Brian Smith, vice president Lexus marketing. “Walking the red carpet and giving fans the chance to win seat upgrades are just two of the opportunities we’re creating for concertgoers. We want them to have fun and feel like pampered rockstars.”

Lexus will engage with fans in a combination of exciting on-site activations including:

- **Lexus Red Carpet:** Lexus is giving concertgoers the opportunity to be a VIP by creating a red carpet experience inside each venue. Fans can walk the red carpet while paparazzi take their pictures. Two lucky guests will win a pair of upgraded VIP tickets.
- **Pics-to-Screen:** Concertgoers in select venues will be encouraged to text their Lexus Red Carpet photos, and any pictures they take throughout the concert, to a designated number. The photos will be posted on the in-house video screens throughout the venue allowing fans to share their concert experience.
- **Ride Home:** In markets where public transportation or taxis are predominantly used, all concertgoers will have the opportunity to register for a chance to win a complimentary ride home in a Lexus.
- **Vehicle Display:** A Lexus will be staged near the Lexus Red Carpet where space permits. Product specialists will be on hand to answer questions about the display vehicle and the Lexus line-up, including the all-new IS sport sedan.

In addition, Lexus dealers will have a chance to treat some of their customers to the luxurious VIP program. Each experience will include a pre-show VIP cocktail hour with complimentary hors d’oeuvres and refreshments; VIP seating or tickets near the stage; a chance to walk the Lexus Red Carpet plus a VIP gift bag.

###